

# MISSION ADVANCEMENT INITIATIVES

Rural Advisory Council

June 28, 2019



# ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

## PREVIOUS ACTION

No previous action on this topic.



# BACKGROUND

The division of External Engagement and Public Affairs will support the Rural Advisory Council with the focus areas that were established and approved for 2019:

- Advocacy and outreach for federal, state and local priorities
- Public Engagement (including areas of Environmental Justice)
- Reestablishing relationships with local officials and legislative representatives



# BACKGROUND

An External Affairs Operating model has been developed to focus on several areas built around:

- Roles and responsibilities
- Leadership
- Organizational structure
- Communications, advocacy, public engagement and efforts to build stronger stakeholders relationships



# BACKGROUND

The goals of the series is to create a platform where:

- Narrative and strategic messaging will be advanced through dialogued, content messaging;
- Used to inform and influence the Agency's views, roles and responsibilities as an MPO;
- The mission is to grow our stakeholder audience and create a following to increase NOACA's exposure and relationship building throughout the region.



# BACKGROUND

Requesting the Rural Advisory Council to develop a working committee to assist NOACA with devising a plan of action to:

- 1) Discuss how the RAC will help NOACA connect to the rural community;**
- 2) Discuss areas of growing the rural economy and leveraging transportation networks to markets and farms;**
- 2) Provide direction to facilitate ongoing engagements;**
- 3) Elevate our position and priorities.**



# BRAINSTORMING

A blue tractor with a wooden trailer is driving away from the camera on a paved road. The background shows a vast, open landscape with fields and a dramatic, cloudy sky.

## LOCATION

**NOACA Offices  
Conference Call**

# GOALS

HAVE A PURPOSE

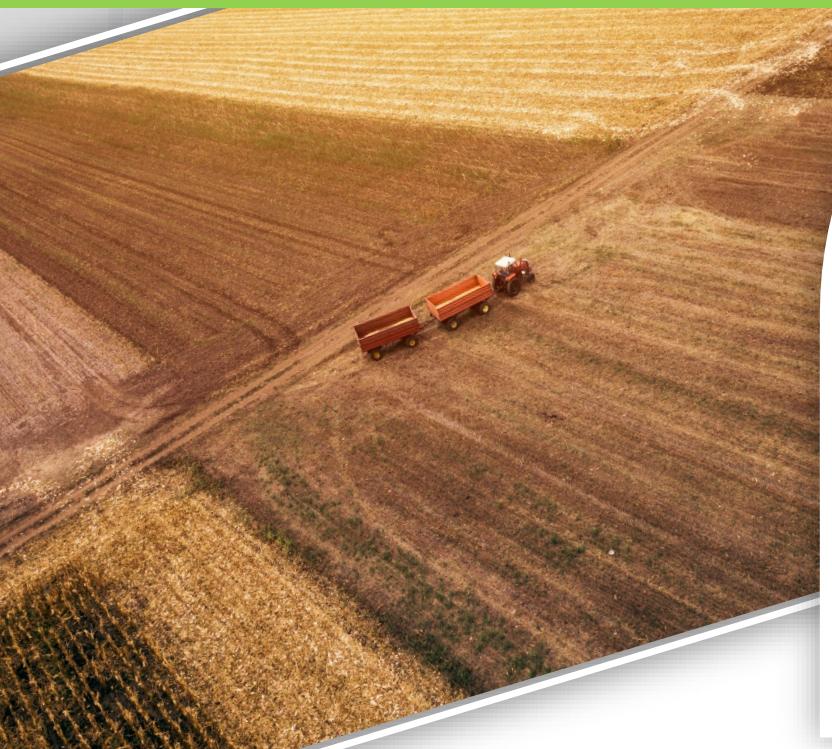
LEVERAGE OUR NETWORK

MAINTAIN ONGOING COMMUNICATION



**PROVIDES GUIDANCE AND SUPPORT**

**BRIDGE NEW IDEAS AND STRATEGIC INITIATIVES**





## PROVIDES STRONGER LINK WITH BOTH LOCAL AND NATIONAL COMMUNITIES



# BUILD PARTNERSHIPS

**Support Legislative Needs**



**Help NOACA deliver mission and strategic plans to their network**



**Create Opportunities for partnerships**



- Rural Development Innovation Center
- Rural Economic Development and Planning
- Transportation Infrastructure Investment

**U.S. Secretary of Agriculture, Sonny Perdue**



# FINANCIAL IMPACT

There are no financial impacts.



# NEXT STEPS



**BAC Working  
Meeting**



**Set Agenda for RAC  
Discussions**



**Leverage  
Network/Introduce  
Detail Plan**



**Ongoing  
Communications/  
An Event to Support  
Agenda/Plan**

# DISCUSSION



# NORTHEAST OHIO



AREAWIDE  
COORDINATING  
A G E N C Y

NOACA: Planning For Greater Cleveland

NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

